

## ABSTRACT OF THE DISCLOSURE

A method of categorizing electronically recallable media, in which a particular user is presented with media samples and permitted to provide personal responses to the media samples. From the personal responses, a determination is made whether the media samples evoke one or more of emotional states in the particular user. The media samples are electronically assigned to one or more of electronically recallable sets corresponding to the emotional states evoked in the particular user by the media samples. An aspect of the method allows for the selective recall of the media samples based on selection of one or more of the electronically recallable sets.